

District News

More summer events around Fremont, page 10

Non-Profits at the Festival

How the festival helps, page 3

Music Lineup

Two days of free music, page 7

VOLUME 9,
NUMBER 3

Fremont Festival of the Arts: A Spectacular Silver Celebration

July
2008

Festival of the Arts Celebrates Its Silver Anniversary!

On August 2 and 3, the Fremont Festival of the Arts celebrates 25 years of fun in the sun! Over the past quarter century, the Fremont Festival of the Arts has grown and established itself as the largest free street festival on the West Coast. It attracts people from all over the region-about 400,000 of us!

"We are truly excited to be celebrating our 25th year," said Cindy Bonior, President/CEO at the Fremont Chamber of Commerce, producers of the Festival. "It's quite an accomplishment for an event of this nature to continue to grow and flourish after so many years."

Spread over more than four walking miles of spacious boulevards are 700 arts and crafts vendors selling everything from original photography and watercolors to handcrafted jewelry and glass and metal sculpture. The Fremont Festival of the Arts has long been known for its vast and varied selection of artistic creations. All art and craft pieces must be hand-made and are carefully juried with new artisans added each year to keep the mix fresh and interesting.

If browsing makes you hungry, you can stop at any of the thirty food booths operated by local non-profit

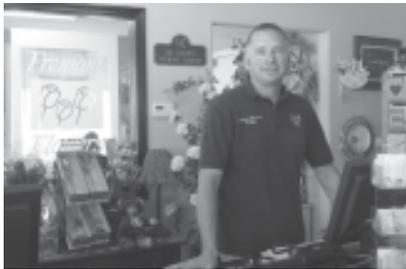
organizations selling a diverse array of delicious food. You can find traditional fair food such as hot dogs, lemonade, strawberry shortcake, and ice cream, but there's more! Adventurous festival guests can enjoy cultural favorites like kabobs, lumpia, linguica sandwiches, sushi, burritos, Cajun ribs, Hawaiian plate lunch, Chinese BBQ pork buns, satay, pizza, pearl tea, and churros. Not only will your taste buds be satisfied, but you can feel good knowing that your purchases help to support one

—25 Years of Fun
page 9



Dancing at the Paseo Padre Stage at the 2007 Fremont Festival

Festival Grows Greener and Greener



By Dirk Lorenz
Fremont Flowers

reduce litter. We have installed a grey water waste container each of the past three years.

Other strategies we've employed are reducing the amount of paper we consume by using our website for all RFQ's and distributing all vendor packets and fol-

low-up literature via e-mail and the website.

This year, we are embracing new concepts and technologies that we hope will accelerate the pace for years to come. We are encouraging our non-profit food vendors to use the new starch-based products for serving food, and we have educated them about where they can purchase the products.

We also ask our participating non-profits to print their messages on napkins to reduce waste. And, of course, Allied Waste continues to work with us to provide recycling containers and, this year, will help provide some opportunities for food scrap collection as a pilot program.

We are also working closely with the City of Fremont's Environmental Services department to make our Festival greener each year. This year, they have prepared a fact sheet for our participants listing steps they can take to reduce solid waste. These include:

- Buy in bulk to reduce packaging materials.
- Utilize the recycle bins for cardboard and other recyclable material.
- Print on both sides of recycled

—A Greener Festival
page 12

Kid City: Even Bigger and Better Than Ever!

Progress knows no boundaries, even at the Fremont Festival of the Arts where we've outgrown Kid Zone and stepped it up to the new Kid City. Entering from State Street, families will encounter more than 55,000 square feet of fun that stretches beyond the traditional thrilling rides. Kid City will also include a mock campground, sports games, and activities centered around crafts, health, and literacy.

The "city" will feature playhouses designed to look like city buildings and a stage with family-centered entertainment. Fifth grade candidates for Mayor of Kid City have already applied by submitting a project through their schools, afterschool programs, or YMCA day camps. The Kid City mayor will be announced and sworn

—New Kid City
page 12

Also Inside the Fremont Business Review

CEO Message.....	2
Chair Message.....	2
Guest Editor Message.....	3
Calendar.....	3
Non-Profits.....	3
New Members/Anniversaries.....	4
Food Booth List.....	5
Business Alley.....	6
Music Lineup.....	7
Gourmet Marketplace.....	8
Sponsors.....	8
No Pets Allowed.....	8
Connection Clubs.....	9
District News.....	10
Member News.....	11
Affordable Housing Tour.....	11
Salute to Volunteers.....	12

*Our Mission is to
promote, support and
enhance a positive
business environment.*

Fremont Chamber of Commerce
39488 Stevenson Place, Suite 100
Fremont, CA 94539

PRSRT STD
U.S. POSTAGE
PAID
FREMONT, CA
Permit No. 8



FREMONT
CHAMBER OF COMMERCE

Board of Directors
2008 – 2009

Chairperson of the Board
George Duarte.....Horizon Financial

Immediate Past Chairperson
Victoria O'Gorman.....Kaiser Permanente

Chair-Elect, 2009-2010
Joe Joly.....Joly Chiropractic

Vice Chairs
Bobbie Armor.....Armor & Associates
Terri Landon.....BJ Travel Center
Dirk Lorenz.....Fremont Flowers
David Lowman.....New England Financial
Dipak Roy.....Fremont Bank
Joyce Twomey.....GROCO

Directors

Elise Balgley.....Bernard, Balgley & Bonaccorsi
Walt Birkedahl.....Ohlone College
Matt Dickstein.....Attorney at Law
Daren Fields.....City of Fremont
Pamela Fong.....NUMMI
Art Guzman.....La Piñata Restaurant
Barbara Jenkins.....Weekenders
Fazlur Khan.....Max Realty & Loans
Callethe Nielsen.....Fremont Marriott
Don Nielsen.....No. California Cancer Ctr.
Tina Nunez.....Washington Hospital
Mark Robson.....Santa Clara Development
Jan Vincent.....JVA Business Services
Brendon Whately.....Dark Indigo, Inc.

Staff

Cindy Bonior.....President & CEO
510-795-2244, ext. 106
cbonior@fremontbusiness.com

Nina Moore.....Director of Gov't & Comm Affairs
510-795-2244, ext. 107
nmoore@fremontbusiness.com

KK Kaneshiro.....Director of Member Services
510-795-2244, ext. 103
kkaneshiro@fremontbusiness.com

Lana Hillary-Windom.....Office Manager
510-795-2244, ext. 105
lhillary-windom@fremontbusiness.com

Napoleon Batalao.....Webmaster, Layout Editor
510-795-2244, ext. 102
nbatalao@fremontbusiness.com

Fremont Business Review

Published monthly by the Fremont Chamber of Commerce. Available by subscription, \$135 per year. Free subscription with annual membership dues. For more information and our online directory: www.fremontbusiness.com. email: fntcc@fremontbusiness.com

Printed using soy ink

Top
of the
Week
REPORT

Linking the Business Community

email Napoleon Batalao at
nbatalao@fremontbusiness.com with
SUBSCRIBE in the subject line. Read the
latest issue online at
www.fremontbusiness.com/
newsToTWcurrent.htm



Cindy Bonior
CEO, Fremont
Chamber of Commerce

CEO Message

Stay home with us!

If this summer was like any other, by now you would have your road trip mapped out, the luggage packed up and the kids loaded into the car ready to pull out of the driveway headed towards your summer vacation away from home. But this year is different, gas prices are soaring and the promise of an adventurous road trip has turned into a pipe dream.

Don't despair, you can stay home with us because we have plenty of fun right here in Fremont, so unpack those bags and let's begin planning your staycation!

First and foremost, pick up a pen and write on your calendar, in ink, the Fremont Festival of the Arts on August 2nd and 3rd. Celebrating our 25th year, the Fremont Festival of the Arts better than ever. You'll see hundreds of artisans with creative pieces that will make great gifts for you or someone you love. This is a great opportunity to begin your Holiday shopping.

Kid Zone has outgrown its name and has stepped up to become Kid City. Hosted by the YMCA, Kid City will offer families a wide range of experiences that include camping, sports and wellness activities, and hands-on arts and crafts. All this is in addition to the traditional thrill rides that you have come to know and love. This will be quite an experience for families.

Of course, I would be remiss if I failed to mention all the attractions that make the Fremont Festival stand out above the rest. The Wine Garden is back again with premium wines, great buffet lunch, relaxing shade and preferred parking. In Gourmet Marketplace you'll find several new vendors with tempting foods to take home and whip into a gourmet meal. And, Business Alley will feature Chamber members who provide a wealth

of products and services to our community.

The Fremont Festival of the Arts has something for everybody. You'll enjoy great music, good food, and new this year, icy cold margaritas. One of the best things about the festival is that it is free to attend! So, right now, don't wait another minute, write the dates for the Fremont Festival of the Arts in your calendar and plan to join us for the fun.

The fun in Fremont doesn't stop there; our community has plenty to offer our staycationers this summer. Fremont Day at the A's will be held on July 25th as the Oakland A's face off against the Texas Rangers. A portion of the ticket sales for this game directly benefit Fremont charities, so please make your reservations today.

And not to be overlooked is the Niles Dog Show hosted by the Niles Main Street Association that will be held on July 19th and will be a fun celebration of man's best friend. The following week, July 27th is the Chili Cook-off & Firefighter Combat Challenge hosted by the Fremont Rotary. Meet your neighbors and celebrate your community on August 5th during National Night Out. On August 16th is the Hot August Niles Car show where you can see well preserved classics, hot muscle cars and everything in between. And when you're finished admiring the highly polished beauties, soak up some culture at the annual Festival of India and Parade sponsored by the Federation of Indian Associations on August 16th and 17th.

The summer is wrapped up with the 44th Annual Niles Antique Fair and Flea Market, sponsored by Niles Main Street Association on Sunday, August 31st. Antique collectors will enjoy the many treasures to be found at this popular event.

Fremont is jam-packed full of fun and exciting events this summer. No sense in pouring your hard earned money into your gas tank. Stay home with us and enjoy your community and the great things it has to offer. Happy Staycation!



George Duarte
Chairman of the Board

Chairman's Message

Share a Unique Bay Area Tradition With Us!

Well, that time of year is almost here again, folks. Yes, it's the annual Fremont Festival of the Arts, the largest, most successful and entertaining street fair west of the Mississippi, with attendance of almost 400,000 people from all over

Northern California.

This year the Festival takes place on Saturday August 2nd and Sunday August 3rd. The Festival planning is in full swing now, taking the full energies of the highly capable Fremont Chamber of Commerce staff, led by CEO Cindy Bonior, as well as the Festival Committee, led by Committee Chairman Dirk Lorenz. The Fremont Chamber of Commerce is always the host and planner of the Festival, and the Chamber derives more than half its operating budget annually from the Festival.

In addition to its importance to the Chamber, the Festival is integral to the fundraising efforts of many local non-profit and community service organizations. You will see these organizations hosting food booths of all kinds, so be sure to bring your appetite to sample the wide variety of culinary goodies!

The Festival also serves as a showcase for the City of Fremont, bringing many people to Fremont for the first time, so they can see how good

we have it here. Clearly, the Festival generates revenues for the guest artisans who display their handcrafted wares from all over the West Coast, but it also generates tax revenue for the City's general fund and business for local Fremont shops and restaurants.

The Festival provides significant benefits to Chamber members in a many ways. First is the opportunity to have a booth at Business Alley, an area set aside for local businesses to display their wares and services to the thousands of visitors streaming through, and hopefully pick up some business and contacts. Another very nice benefit to Chamber members is a reduced rate for tickets to the Wine Garden Connoisseurs' Circle. The Wine Garden is a shady and secluded retreat where ticket holders can enjoy premium wines and a delicious buffet from one of Fremont's finest dining establishments in a relaxed environment. This is great for festival-goers when they wish to take a break from the action, and from the more than four miles of walking and shopping!

Be sure to get your tickets in advance from a Board member; they go fast. There will be some old favorites as major sponsors, as well as some great new ones to amuse and engage people.

Don't forget there will be an expanded Kid City for the little ones, as well as two full days of a variety of great music on the stages. So, come early, bring your hat (or buy one there), your sunglasses (or buy some there), your appetite and a lot of money, and get ready for a great time out for the whole family. See you there!!

“The Festival provides significant benefits to Chamber members in a many ways”



Is your business plan in place?

Talk to a SCORE counselor at no charge. Schedule an appointment with Gene Page or Naeem Malik by calling 510-795-2244. Both counselors are available for your small business counseling needs. Appointments are held at the Fremont Chamber of Commerce: 39488 Stevenson Place, Suite 100, Fremont, CA 94539

Available times: Tuesdays from 9 a.m. to 1 p.m.
Fridays from 10 a.m. to 12 noon

Time Flies

It's hard to believe the Festival is in its 25th year, but the calendar doesn't lie. I was there in 1983, when the first festival was held at the Hub. It was called the Art & Wine Festival then. Even though the official name was changed to Fremont Festival of the Arts years ago, I notice many of us—probably the longest-time residents among us—still refer to it just as often by its former name. Some habits just get ingrained.

Over the years, I've worked in booths for non-profits, volunteered as a Chamber member to set up the Wine Garden, wandered among the arts and crafts booths, gotten a sunburn some years and frozen my nose other years, eaten a vast selection of foods, listened to a wide variety of music. I even got a lot of my Christmas shopping done one year. People who attend can design their own experience.

“In this issue, you can read all about the features of this year’s festival that make it special”

There's a lot to choose from.

In this issue, you can read all about the features of this year's festival that make it special. Read Dirk Lorenz' article about the expanded "green" festival aspects or peruse the Kid City article to see all the new things planned to entertain children. The article "Festival of the Arts Celebrates 25 years" gives you a rundown of "must sees" and Elise Balgley tells you about the ways non-profit organizations are participating and benefiting.

On the weekend of the festival, you can pull out the center section of this issue and take it along to use as a guide. Wear sunscreen. Leave your pets home. Have a great time!

Jane Mueller is a marketing communications consultant and the owner of Well Chosen Words. She is a ten-year Chamber member and serves on the Communication Team.



Non-profits Give Festival a Unique Flavor

Historic Community Partnership with Chamber Benefits All

By Elise Balgley
Bernard, Balgley and Bonaccorsi



From the very early days of the Fremont Festival of the Arts, Fremont community non-profit organizations have played an important role in the Festival's success. From running food booths to creating tie-ins that add both money and visibility for their organizations, participation by non-prof-

its has been at the very heart of the community partnership that makes the Festival an exceptional event.

Many of the non-profit organizations that operate food booths name the Fremont Festival of the Arts as their single largest fundraiser of the year. Only non-profit organizations are allowed to sell food at the event. It is estimated that over the 25 years of the festival, these non-profit organizations have raised over \$8,000,000. The non-profits return that money to the community through a variety of significant services, creating improved quality of life for area residents.

In addition to food booths, various non-profits take on other volunteer responsibilities at the Festival. For example, since 2000, Boy Scout Troop 273 from the Mission Peak District of the San Francisco Bay Area Council has been an important part of the festival operations, providing clean-up and recycling services throughout the weekend. In return, festival organizers make a donation that helps the boys pay for summer camp.

"In addition to the income, the boys benefit from this service project by learning organizational and

leadership skills, and practicing teamwork," said Steve Berger, Troop 273 Leader. How true that is. The Kiwanis Club of Fremont has had a food booth at the Festival since the beginning, starting with garlic bread and then moving on to pizza. The Club members together with high school Key Clubbers have a wonderful time working as a team to organize and run the booth.

The festival has generated some imaginative partnerships between non-profits and sponsors as well. Festival organizers provide the incentive of additional publicity to sponsors who team up with non-profits. The American Automobile Association (AAA), a festival sponsor and event host, partnered last year with Saving Our Youth, Inc. (SOY, Inc) by donating ten cases of water for the organization to sell at its food booth. NBC11, the Festival's official television sponsor, donated the funds raised at its Football Toss booth to the Fremont Newark YMCA. Avon Foundation teamed up with SAVE in 2006, and Champion Mortgage got free additional coverage on NBC11 when it teamed up with the YMCA on a festival pancake breakfast.

The point is that the Fremont Festival of the Arts is not just an opportunity to enjoy the largest free street festival on the West Coast. For local non-profits, it is an opportunity to raise funds to continue their work and to publicize their activities. For all attending, it is an opportunity to give back to our community. I look forward to seeing you on August 2 and 3 to celebrate another great Festival.

Elise Balgley is an attorney who focuses on assisting individuals and small businesses in planning and litigation matters. She currently serves on the Boards of the Fremont Chamber of Commerce (serving as Chair in 2001-2002) and the Newark Chamber of Commerce. She is an active member of the Kiwanis Club of Fremont, the American Business Women's Association, and Soroptimist International.

“It is estimated that over the 25 years of the festival, these non-profit organizations have raised over \$8,000,000.”

July

4 Independence Day
Chamber Office Closed

8 City Council Meeting
7 p.m., City Council Chambers

9 Ambassadors Meeting
8 a.m., Chamber Conference Room

BJ Travel Mixer

5-7 p.m.
39102 State St., Fremont
Phone: (510) 796-8300
BJ Travel is a full service travel agency, providing quality and professional travel assistance. Located in Fremont for 30 years, they specialize in Hawaiian cruises, trips to Europe, and customized vacations.

10 Festival of the Arts Food Booth meeting
6 p.m., Chamber Conference Room

11 Chamber Board of Directors meeting
7:30 a.m., Chamber Conference Room

15 City Council Work Session
5 p.m., City Council Chambers

Festival of the Arts Captains meeting
6 p.m., Chamber Conference Room

16 Connection Club Leaders Meeting
8 a.m., Chamber Conference Room

22 Leadership Fremont Steering Committee meeting
8 a.m., Chamber Conference room

Festival of the Arts Committee meeting
6 p.m., Chamber Conference Room

City Council Meeting
7 p.m., City Council Chambers

23 Government Affairs Committee meeting
7:45 a.m., Chamber Conference Room

East West Bank Mixer
5-7 p.m.
6036 Stevenson Blvd., Fremont
Phone: (510) 979-0065
East West Bank is a publicly owned company, with \$11.8 billion in assets. It is a full-service commercial bank serving consumers and businesses throughout California. The Fremont branch is your one-stop financial service bank for consumers and business customers alike.

25 ChamberPak deadline

Fremont Day at the A's
7:05 p.m., McAfee Coliseum

28 ABC Training for the Festival
6-8 p.m., Chamber Conference Room

August

2-3 Fremont Festival of the Arts
10 a.m.- 6 p.m.
Central Fremont, Paseo Padre Parkway @ Walnut Ave.

4-8 Chamber Offices Closed

Visit our online events calendar at
www.fremontbusiness.com

Visit us online:
fremontbusiness.com

Bookmark fremontbusiness.com and visit often for the most up to date information on business in Fremont.

New Members

Advertising Specialties

EB Marketing Co.

Peter Lee
696 Penny Lane
Hayward, CA 94541
Phone: (510) 278-8626
Fax: (510) 280-7304
petl811@cs.com

Funeral Directors

Neptune Society of Northern CA

Lynne LaVallee
2419 Grove Way
Castro Valley, CA 94546
Phone: (510) 889-7110
Fax: (510) 889-7861
llavall33@stei.com
www.neptune-society.com

Garage Doors

R and S Erection of So. Alameda Co.

Jerry Trask
31298 San Antonio St.
Hayward, CA 94544
Phone: (510) 489-6881
Fax: (510) 489-2861
rnsdoors@aol.com
rswholesaledoors.com

Hauling

American Junk Removal Services, LLC

Marlon Manasala
4450 Enterprise St., Ste. 115
Fremont, CA 94538
Phone: (866) 781-5865
Fax: (510) 441-2530
marlon@americanjunkremoval.com
www.americanjunkremoval.com

Instruction—Dance—Ballet

Making The Point Ballet Academy

Willie Anderson
5437 Central Ave., Ste. 6
Newark, CA 94560
Phone: (510) 792-5724
Fax: (510) 792-2153
info@makingthepointe.org
www.makingthepointe.org

Janitorial Service

Infinity Cleaning and General Maintenance

Evelyn Castillo
2450 Peralta Blvd., Ste. 201-B
Fremont, CA 94536
Phone: (510) 574-1810
Fax: (510) 574-1840
cleaninfinity@att.net

Nonprofit Organizations

Need the Needs

Esperanza Fletcher
P. O. Box 8396
Fremont, CA 94537
Phone: (510) 978-0754
needtheneeds@hotmail.com
www.needtheneeds.org

Oakland Zoo (East Bay Zoological Society)

Dr. Joel Parrott, DVM
9777 Golf Links Rd.
Oakland, CA 94605
Phone: (510) 632-9525
Fax: (510) 635-5719
drparrott@oaklandzoo.org
www.oaklandzoo.org
The Oakland Zoo inspires respect for and stewardship of the natural world. We accomplish this mission by developing and maintaining naturalistic habitats for animals in our care; providing leadership in superior animal management practices; and delivering quality conservation and education programs. The Oakland Zoo is one of the largest community attractions in the Bay Area.

Warm Springs Business & Community Association

Michelle Koan
46200 Landing Parkway
Fremont, CA 94538
Phone: (510) 861-2023

Restaurants

Dickey's Barbeque Pit

Jimmy Lu
43321 Boscell Rd.
Fremont, CA 94538
Phone: (510) 687-1805
Fax: (510) 687-1021
dickeysfremont@hotmail.com
www.dickeys.com

Travel Agencies & Bureaus

Dfares LLC

Dee Thairani
43575 Mission Blvd., Ste. 427
Fremont, CA 94538
Phone: (510) 270-2127
dee.thairani@dfares.com
www.dfares.com
dFares is a Boutique Corporate Travel Service serving small to medium sized businesses. We also provide "Green" travel solutions. When businesses review actual expenditure on travel and travel management, they realize that they should be getting more for their money. We manage your travel needs with one-stop shopping service.



Jean Bjork President
Women Business Enterprise Certified & Small Business Qualified
4420 Enterprise Street
Fremont, CA 94538-6344
(510) 656-4688 jbjork@bjorkconstruction.com
www.bjorkconstruction.com

You Have a Dream and We Can Build It For You

Anniversaries

- 50+**
Central Chevrolet
- 40+**
Clint Gregg
Greenstein, Rogoff, Olsen & Co., LLP
- 30+**
Berge-Pappas-Smith Chapel of the Angels
Rogers Camping Trailers, Inc.
YMCA Fremont-Newark
- 25+ Years**
B J Travel Center
Bernard, Balgley & Bonaccorsi
ProLogis
The Lipman Company, Inc.
WyoTech
- 20+ Years**
AppleOne Employment Services
Check Center
Coldwell Banker—Will Butler
Horizon Financial Associates
The Mission Peak Company
Tri-City Rock, Inc.
- 10+ Years**
1st United Services Credit Union
Alameda County Supervisor
Athletics Baseball

- Century 21 Banner Realty—J. Ingrassia-DeLosReyes
Comcast Spotlight
Estate Strategies Group
Flamingo/Mirage Palace
Fremont Irvington Certified Farmers' Markets
Good-Nite Inn
Hexion Specialty Chemicals
Keller Graduate School of Management
Kiwanis Club of Fremont
Lori's Income Tax Service
Mattson Technology
ROSS Organic Specialty Sales
Saf Keep Self Storage
Spin a Yarn
St. Joseph School
Summerville at Atherton Court
Tri-City Volunteers, Inc. / Food Bank & Thrift Store .
Westaff
- 5+ Years**
American Business Women's Association
Autopia Car Wash & Detail Center
Avid Communication Networks
Black Angus Steakhouse
Chapel of the Chimes
Comfort Keepers
Daniel R. Huckabay Muscular Therapy/Onsite Chair Massage

- DCNS Computer & Networking Services
Electro Imaging Systems
Estates at Park Place
First American Title
Fremont Marriott Hotel
Juice Plus +
Longs Drug Stores #467
Matt Dickstein, Attorney at Law
MRL—Fazlur Khan
Music for Minors II
Southern Heritage Bar-B-Q
Svetich Chiropractic
The Depot Diner
Thermoscape
WSI-Internet Consulting & Education
- 2+ Years**
24 Hour Fitness
A & S Enterprise
Adventure Web Design
All Home Repairs, Inc.
American Wholesale Lighting Services
Automall Autospa
Avon—Vanessa Ieraci
Bay Area Home Improvements
Business Computer Associates, LLC
California Energy Service
Casa Robles Mexican Restaurant
Cathy Steele Model & Talent Mgmt.

- Clayton Insurance
Dark Indigo, Inc.
Diversified Capital—Aimee Brown
Dr. Joseph Joly, Chiropractor
Edward Jones Investments—Eunice Scholten
Executive Metro Mortgage—Emilia Alfaro-Luna
Fitness 19
Forest Chiropractic
Fremont Professional Massage and Bodyworks
Georgina Landry & Associates—Shell Vacations
Helloworld
Help-U-Sell Tri-City—Howard Beckerman
Holiday Inn Express Hotel & Suites—Newark
Kokopelli Painting
Law Office of Laura J. Spano
Metro Medical Billing, Inc.
Moore's Karate
Mozzetti Trucking
Music At The Mission Concert Series
On Lok SeniorHealth
Pacific Dental Spa—Dr. Guy Nazerine, DDS
Padgett Business Services
Pre-Paid Legal Services—Laurence Hansen
Pump It Up of Union City
Sharks Ice at Fremont

- Skyline Displays Bay Area, Inc.
Spectrum Center
Stopwaste Partnership
Washington Mutual Bank
Zpizza Fremont
- 1 Year**
Abit Miakhan
Akeena Solar
Alliance Credit Union
American Laser Centers
Bob's Foam Factory, Inc.
Children's Hospital & Research Center Oakland
Cummins Graphics
Home Pros Kitchen & Bath, Inc.
Investco Management & Development
LeMans Karting
Levy Zax Construction, Inc.
Mid Peninsula Fencing
Night Private Security, Inc.
Pacific Cleaners
Renewable Power Solutions, Inc.
San Francisco Bay Area Limousines
Shmango.com
Standard Pacific Homes
Staples
Suncraft Construction
The Pro Shop
The Taylor Family Foundation
V. J. Haavisto Enterprises, Inc.

Congratulations to all our Chamber members who have reached these milestones

Yummy! Eat Delicious Food and Help a Non-Profit at the Same Time

Local non-profit organizations operate food booths at the Fremont Festival of the Arts as fundraisers to enhance the quality of life in our community. Please support these organizations in their endeavors by purchasing a meal at the Festival. If your non-profit organization would like to operate a food booth at the Festival; contact Lana Hillary-Windom at 510-795-2244 ext. 105 or email lhillary-windom@fremontbusiness.com.

American High School (Band Parents Organization)

Ice Cream
Benefits American High School Music Program.

Bridges Intervention Services

Teriyaki Chicken
Benefits "at risk" teens and young adults in the Tri-City area.

Cal Ripken Little League Baseball

Ice Cream
Benefits Little League baseball program.

Centerville National Little League

Garlic Fries / Chili Fries / Soda
Benefits league, field upgrades, equipment and repairs.

Dawn Breakers Lions Club

Chicken Kabobs
Benefits service projects with emphasis on helping the blind and deaf.

Fremont Chamber of Commerce Dollars for Scholars

BBQ Beef & Chicken
Benefits college scholarship program.

Fremont American Little League

Hot Dogs / Soda
Benefits youth sports programs.

Fremont Rotary Club

Hot Dogs / Polish Sausages / Strawberries & Cream
Benefits community service programs.

German School of Fremont

Shrimp Cocktail / Watermelon / Strawberries & Cream
Benefits German language education program.

St. Anne's Episcopal Church

Ice Cream
Benefits community outreach projects and services.

Job's Daughters Bethel 253

Lumpia / Beverages
Benefits operating expenses for local chapter.

John F. Kennedy High School

Ice Cream
Benefits John F. Kennedy High School Grad Nite.

Kilohana Outrigger Canoe Club

Hawaiian BBQ Plate Lunch
Benefits club training programs, and equipment.

Kiwanis Club of Fremont

Pizza
Benefits youth, families and senior citizens in the Tri-City Area.

Knights of Columbus - Council 2692

Linguicia Sandwich
Benefits educational, charitable, religious, social welfare, war relief and public relief programs.

Leadership Fremont

Chicken Wings
Benefits Leadership Fremont scholarships.

Milpitas Host Lions Club

Bar-B-Que Ribs / Nachos
Benefits Milpitas Food Pantry, Lions Blind Center of Santa Clara County, and other community programs.

Mission Valley Elite Cougars

Carne Asada Tacos
Benefits the Mission Valley Elite Cougars Youth Basketball program.

Ohlone College Men's Basketball

Ice Cream
Benefits men's basketball program.

Our Lady of Guadalupe School

Funnel Cake
Benefits school's financial assistance program.

Rotary Club of Fremont Sunrise

Tri-Tip Sandwich
Benefits Kennedy High School attendance area and a variety of community service organizations.

Rotary Club of Mission San Jose

Linguicia Sandwich / Corn-on-the-Cob
Benefits Rotary's worldwide humanitarian projects.

S.O.Y., Inc. (Saving Our Youth)

Cheese Steak Sandwiches
Benefits education for "at-risk" youth in our community.

St. Joseph School

Chinese Chicken Salad / Spring Rolls / Spring Rolls
Benefits St. Joseph School Scholarship Fund.

Stage 1 Theatre

Kettlecorn
Benefits Stage 1 Theatre's operational costs.

Sunol Glen School

Ice Cream Carts
Benefits a variety of school activities.

Tri-City Ecology Center

Lemonade
Benefits children's ecological education and books to the Fremont main library.

Warm Springs Business Association

Burritos & Nachos
Benefits Warm Springs Christmas Tree Lighting community event.



Food booths at the 2007 Fremont Festival of the Arts



Business Alley At The Fremont Festival Of The Arts

This outdoor trade show is always a hit with visitors

Don't miss out on your opportunity to market and showcase your business to nearly 400,000 festival attendees!!! Business Alley is a tradeshow venue set aside for Fremont Chamber of Commerce members to market and showcase their businesses. The Fremont Festival of the Arts, which will celebrate its 25th anniversary, is the largest festival of its kind west of the Mississippi. A wide range of activities for the entire family, including music, arts and crafts and the newly expanded Kid Zone make this a one-of-a-kind event. Business Alley space is limited; if you would like to introduce your company and services to hundreds of thousands of people, don't miss out on this opportunity. For more information, contact Lana Hillary-Windom at lhillarywindom@fremontbusiness.com or 510-795-2244 ext. 105.

Join these 2008 Business Alley Participants

24 Hour Fitness
 Afana Enterprises
 Alameda County Department of Child Support Services
 All Ways Towing & Transport
 Amcon Sunrooms
 American Laser Centers
 ATP Acupuncture & Chinese Medicine
 Avon
 Bally Total Fitness
 California State Auto Association
 Cargill Salt
 Cathy Steele Model & Talent Mgmt.

Dr. Roland Chew, DDS
 Danmer Custom Shutters
 Del Conte's Landscaping, Inc.
 Derrick Dobbs Photography/Action Litho, Inc.
 Dr. Sheila Dobe Inc., DDS
 East West Bank
 Esquire Dental
 Faultline Harley-Davidson
 Forest Chiropractor
 Fremont Bank
 Genesis Stoneworks
 Georgina Landry & Associates
 Half Price Books
 Investco Management & Development, LLC
 Dr. Joseph Joly, Chiropractor
 Jung SuWon Martial Art Academy
 Non-Surgical Spine Care Center

Northern California Cancer Center
 Ohlone College
 Pacific National Bank
 Patelco Credit Union
 Prince of Peace Christian School
 Pulaski Tickets & Tours
 R and S Erection of So. Alameda Co.
 ReBath South Bay
 Skin Laser Essentials
 Smart & Final
 Super Suppers
 The Kitchen Connection
 Titan's Kingdom
 Tri-City Church of Religious Science
 Tri-City Volunteers
 Washington Hospital Healthcare System
 Dr. Colin Yoshida, DDS



Afana Enterprises
 www.afanaenterprises.com
 www.afana.tblast.com
 (877) 206-2572

Introducing the First-Ever Fast-Acting Adaptogen Spray! Portable – Great Tasting – Convenient – Efficient – Reduces Effects of Stress, Boosts Energy & Stamina, Support Immune System, Increase Mental Clarity, Enhance Physical Performance, Manage Weight, Promote Quality Sleep, Ease Strains, Aches, and Pains.

Stop by the **Afana Enterprises** booth in business alley at the Fremont Festival of the Arts August 2nd-3rd and take advantage of *free product sampling, special discount savings, business opportunities and great prizes.*

Give Us
 One Sunday
 to Awaken Your Soul

Uplifting Sunday Services at 9:30 a.m. and 11:30 a.m.
Junior Church at both services
Teen Program at 11:30

Tri-City Center for Spiritual Living
 40155 Blacow Road, Fremont • Corner Blacow & Stevenson
 (510) 656-9955 • www.tricitychurchrsi.org



NON-SURGICAL SPINE CARE CENTER

"When Surgery is Not An Option"

1811 Santa Rita Road, Suite 118
 Pleasanton, CA 94566
 925-484-3472 F: 925-484-18



Visit our Booth in Business Alley at the **Fremont Festival of the Arts.**
 Spin to win a prize and pick up your **FREE CLASS SCHEDULE**

OR CALL 510.659.6207
www.ohlone.edu

Smart & Final

The Smaller Faster Warehouse Store

New Fremont Location

Opening in August 2008

3171 Walnut Ave.
 Fremont CA 94538

www.smartandfinal.com

© Copyright 2008 Smart & Final Stores LLC

2008 Festival Music Lineup

Paseo Padre Stage

Saturday, Aug 2

10-11:30am	Michael McNevin	Folk
12-1:30pm	Appaloosa	Country
2-3:30pm	Jukebox Heroes	Classic Rock
4-5:30pm	The Sun Kings	Beatles Tribute

Sunday, Aug 3

10-11:30am	D-Lucca	Contemporary Jazz
12-1:30pm	Greg Lamboy	Rock/Pop
2-3:30pm	Busta Groove	R&B/Pop
4-5:30pm	Party Council	Classic Hits



State Street Nightclub Stage

Saturday, Aug 2

11am-12pm	The Bright Spots	Jazz
12:30-1:15pm	Black Pearl Project	Soul/R&B
1:30-2:15pm	Black Pearl Project	Soul/R&B
2:45-4pm	Big Earl & the Crying Shame	Blues
4:30-5:30pm	Random Play	Danceable Rock

Sunday, Aug 3

11am-12:30pm	Daybreak	Smooth Jazz
1-2:30pm	Memphis Exchange	Country
3-4pm	Rhythm Deluxe	Blues
4:30-5:30pm	Mission Gold Jazz Band	Dixieland



Musicians at the Fremont Festival
 Above: Party Council will appear on Sunday at 4 p.m. on the Paseo Padre Stage
 Right: Local musician Michael McNevin will appear on Saturday at 10 a.m. on the Paseo Padre Stage



RE-BATH

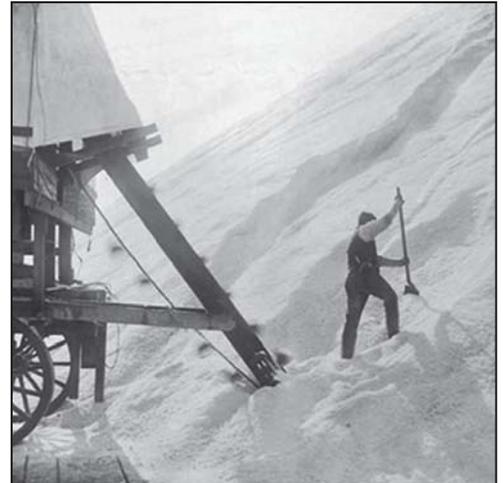
"The Refreshing Remodel"™

- THE ORIGINAL ONE DAY REMODEL
- FREE IN HOME ESTIMATES
- LIFETIME MANUFACTURERS WARRANTY

www.rebathsouthbay.com
 385 Kishimura Drive Gilroy, CA 95020
 (408) 848-TUBS
 CA License Number 881395

1-800-BATHTUB





Harvesting salt from the Bay for more than 100 years

East West Bank
 is proud to support
**Business Alley at the
 Fremont Festival of the Arts**



EAST WEST BANK www.eastwestbank.com
 Fremont Branch | 6036 Stevenson Blvd., Fremont, CA 94538 | 510.979.0065





7220 Central Avenue
 Newark, CA 94560
 510 790-8622
www.cargillsalt.com/sfbay

Gourmet Marketplace

Tastes to Tempt and Tantalize! (and Take Home)

The Festival's Gourmet Marketplace is now in its fifth year, featuring a broad array of gourmet foods and cooking ingredients for the most discriminating palates. These are not your everyday products that you can buy in the supermarket, however. Each vendor participating in Gourmet Marketplace produces their own product; no mass-produced or imported items are accepted. Sample these taste sensations, and you will surely take some home. The challenge will be in deciding between them!

While applications are still being accepted, we are pleased to highlight the delectable treats from our returning and first-time Gourmet Marketplace participants:

Betca Sisters

Fifteen different varieties of wine jellies, made with fine wines and handcrafted

Bistro Blends

Balsamic vinegars and olive oil blends

Charm N Candy

Gourmet wine fudge, cookies, and candy bouquets

Cookie Canvas

hand-made and decorated baked goods made from the finest ingredients

Diamond Valley Gourmet

Gourmet mixes for dips and cheeseballs

Gourmet Temptations

Culinary sauces, dessert sauces, exotic jams, wine jelly, balsamic vinegars, exotic mustards, savory and spicy sauces, honey products, grapeseed oils, tapenades

Miracle Muffins

Muffin & brownie mixes, muffins, brownies for diabetics

Oliver's Almonds

Cinnamon roasted almonds and pecans

Primo's Gourmet Food Co.

Hand-blended gourmet spices, dips, mustards, pickled garlic, olives, marinades, fruit butters, olive oils

Pure and Simple, Inc.

African Redbush tea in four flavors

Singing Pig Food Company

Fruit butters, mustards, salsas, dips, marinades

Spice Hound

Spices, spice blends, and gift sets

Sunshine Family Popcorn

Gourmet popcorn in a variety of flavors

The Killer Baking Company

Gourmet brownies and cookies
"Brownies to Die For"®

The Nutty Gourmet by Mel

Candy almonds, pistachios, and cashews

Tres Classique

Custom infused balsamic vinegars and oils

Thanks to our Sponsors

Your support is appreciated!



Many thanks to:

Hill Pet Food
El Dorado Ranch
Shell Vacations
C2B Concepts
San Francisco 49ers
Clorox
AC Transit
Marriott Vacation Club
AAA
BART



Why Pets Are Not Allowed

Sorry, pets are not allowed at the festival. This is not to deprive you of time with your pet. Rather, it is a kindness to your pet companions (dogs, cats, birds, iguanas, goldfish, hamsters, whatever) to leave them in the comfort of their own home.

"Pets and the heat, sun, and crowds don't mix," points out Justine Schroeder, owner of 3A Pet Sitting. "Pets can get sunburns, pad burns, and heat stroke before people show any signs of discomfort. Large crowds and heat can disorientate and upset a normally docile pet. So please pamper your pets by leaving them home, where they will have plenty of shade, water and comfort."

Connection Club Meeting Dates, Times, Places

The Chamber's Connection Club is a "business to business" referral program, designed to give maximum support and opportunity to Chamber members who understand the value of networking and doing business with people they know and trust. No duplications of business types allowed. Each club may only have one representative of any given profession or specialty.

To visit a Connection Club, please call the Chair or Vice Chair to reserve your space.

Tuesday Noon
meets weekly at 11:45 a.m.
Ginger Cafe at Newark Hilton
39900 Balentine Dr., Newark
Chair: Justine Schroeder, (510) 673-4646
Vice: Russell Bender (510) 770-9360
www.tuesdayconnectionclub.com

Connect 2 Succeed
2nd & 4th Thursday at 11:45 am
La Piñata Restaurant
39139 Paseo Padre Pkwy., Fremont
Chair: Sandra Madonna (510) 910-2681
Vice-Chair: tba
www.connect2succeed.com

Fridays Women In Business
meets weekly at 7:30 a.m.
on the 2nd & 4th Fridays in June, July & August
Best Western Garden Court Inn
5400 Mowry Ave., Fremont
Chair: Tammy Duran, (510) 693-5054
Vice-Chair: Maria Sicalbo, (510) 791-0852
www.fremontwib.com

Thursday AM
meets weekly at 7:30 a.m.
The Depot Diner
37260 Fremont Blvd., Fremont
Chair: Renee White (510) 790-0822
Vice: Madeline Holmes (510) 599-1215
www.thursdayAM.com

Referrals Plus
1st & 3rd Thursday at 11:45 am
The Outback Steakhouse
5525 Stevenson Blvd., Fremont
Chair: Laura Spano, (510) 209-9542
Vice: Scott Doruff, (510) 505-1011
www.thursdayreferralsplus.com

Friday AM Connection Club
meets weekly at 7:15 a.m.
The Depot Diner
37260 Fremont Blvd., Fremont
Chair: Dan Strauss, (510) 366-5082
Vice-Chair: Guido Bertoli, (510) 790-2444
www.fridayconnections.com

25 Years of Fun—

from page 1

of the many charitable organizations in our community.

Thirsty? Cold sodas and water are available throughout the festival. But, for those who enjoy ice cold beer or flavorful wines while mulling over which creative treasure to take home, this year's Festival will feature a commemorative 25-year anniversary beer mug or wine glass. And for the first time, attendees will also be able to quench their thirst with icy margaritas in plastic reusable cups.

Appearing at the festival for the fifth straight year is Gourmet Marketplace, where attendees can purchase packaged gourmet specialties to take home that you won't find in your local grocery store. Indeed, our Gourmet Marketplace vendors produce

products for the most discriminating palates. Come to sample and you won't be able to resist an assortment of delectable cookies, gourmet brownies, wine jellies, popcorn in assorted flavors, fruit butters, specialty sauces, spices, nuts, fudge, dips, vinegars, oils, mustards, and preserves.

Looking for more entertainment? There are two stages strategically placed within the Festival area where Festival-goers can enjoy a variety of musical entertainment. The Sun Kings take the stage on Saturday afternoon to magically transport you back to the era of the Fab Four. Sunday, Party Council will rock the festival with the popular and classic rock tunes. Fremont favorites such as Michael McNevin, Appaloosa and the Mission Gold Jazz Band will also be appearing. Sit and enjoy, get up and dance, or listen while

you shop.

If your children are in tow or you're just a kid at heart, you won't want to miss the expanded Kid City for rides and activities. The name change from last year's Kids Zone to this year's Kid City pretty much says it all!

And don't miss Business Alley, the tradeshow within the festival, where you might find that local Chamber business that provides exactly the service or product you need. Fremont is a wealth of resources and Business Alley is the right place to look.

For a tranquil respite, purchase a \$50 ticket to the Wine Garden. Since being added to the Festival of the Arts, the Wine Garden has quickly become one of the Festival's more popular attractions, allowing attendees to enjoy premium wines poured by wine professionals eager to share their expertise and speak to guests about tasting techniques and different wine varieties. The package includes some of Fremont's most loved restaurants serving a specially catered buffet lunch, exclusive entertainment and to complete the package, you get a preferred parking space near the Wine Garden with each wine garden ticket. Now that's a bargain!

Please come and enjoy the 25th Annual Fremont Festival of the Arts with us!

"Over the past quarter century, the Fremont Festival of the Arts has grown and established itself as the largest free street festival on the West Coast"



Doing Business Over Lunch

ELEPHANTBAR

39233 Fremont Bl.
(In the Hub)
(510) 742-6221
Open 7 Days a Week
11 am-10 pm



39136 Paseo Padre Pkwy
Fremont **(510) 790-6550**
Open Daily 8 am - 11 pm



45915 Warm Springs Bl.
Fremont **(510) 656-9141**
Lunch M-F: 11:30 am-2:30 pm
Dinner: 5-10 pm (M-F & Sun)
5 pm-12 am (Sat)
Sun. Brunch: 10 am-2 pm



5200 Mowry Ave, Fremont
(510) 792-2000
Lunch(M-F): 11:30 am- 3 pm
Dinner: 5:00 pm - 10 pm
Saturdays, dinner only
4:30 pm - 9:30 pm



2740 Mowry Ave.
Fremont, **(510) 797-9000**
Sun-Thurs: 11:30 a.m. to 9:30 p.m.
Fri & Sat: 11:30 a.m. to 10:30 p.m.



46703 Mission Blvd.
Fremont
(510) 360-9900
Sun-Thur: 11 am-9 pm
Fri-Sat: 11 am -9:30 pm

Some of the best business deals are made over lunch. If you would like to have your restaurant featured here, please call (510) 795-2244, or you can send an email to fntcc@fremontbusiness.com

Online Business Directory Referrals Report

May 2008

site: fremontbusiness.com

Total visits: **12,014**

Average visits per month: **11,167**

Total # of referrals: **9,334**

Each member averaged **12.63** referrals from the directory in March

Each day in March there was an average of **301** referrals from the directory

The top 150 display referrals received a total of **8,528** display referrals from the directory

The top 150 clicked on referrals received a total of **710** click thru to their websites

The total emails sent from our directory was **9**

The total map referrals from our directory was **114**

Data provided by ChamberWebblink

**ELIMINATE OR REDUCE YOUR ELECTRIC BILL
INSTALL SOLAR POWER TODAY!**

Residential and Commercial
Rebates and Tax Credits Available



Be Your Own SOLAR Energy Source!

1-866-998-7401

District Business Association News

Niles Main Street's 10th Annual Niles Dog Show



Niles Dog Show contestant at the 2007 show.
Photo by John Fisher

Niles Main Street Association is excited to host its 10th annual Niles Dog Show on Saturday July 19th, from 9 a.m. to 3 p.m. at Niles Community Park at 3rd and H Street in Niles. For those of you who have not attended in

the past, this is a not-to-be-missed fun show, with far more than your standard best-trained, best example-of-breed awards.

For example, there is an award for best costume—yes, that's right! Dogs and owners have the option of dressing alike or selecting any theme in dressing their dogs.

Other "not-your-standard-dog-show" awards are given for "best veteran" (oldest dog), most unusual mix (defined as the mongrel/cross-breed that is most unique), and best performer (think "Most Unusual Pet Tricks!")

As the day proceeds, awards are

also given to:

- Prettiest female (to 45 lbs. and 46 lbs. and above)
- Most handsome male (to 45 lbs. and 46 lbs. and above)
- Best rescued dog (with consideration given for how long the exhibitor and dog have been together, and the story of each dog's rescue)
- Best in Show (Champion and Reserve Champion)

The day also features the "Adoption Parade" where rescue groups present dogs for adoption, special demonstrations, and drawing prizes. Food and drink are available, along with lots of pet-related information and products.

Bring the whole family - and the dog of course! To find out more, become a sponsor or vendor, or pre-register your dog, visit www.niles.org/dogshow.html.



Niles Dog Show photos from 2007
Photos by John Fisher



Niles Merchants upcoming events

Niles Merchants would like to invite you to join us for two events in August

We will be celebrating National Night out on Tuesday, August 5th from 6:00 p.m. to 8:00 p.m. We celebrate this national event focused on drug/crime prevention as a time to meet the merchants and neighbors of Niles. The evening is celebrated throughout the United States with block parties, cook-

outs, parades and other events. We will be serving hot dogs and hamburgers throughout the 2 hour event.

Our second August event is our 12th Annual Hot August Niles Car Show. This will be held on August 16th beginning at 9:00 a.m. and wrapping up at 3:00 p.m. If past behavior is a predictor of the future, this will be a bright shiny day with cars from every era and of every color polished to per-

fection. Enjoy music by the "Hot Rods" and make your way down Niles Boulevard taking in all the cars, cars, cars. Stop in the shops, the museum and the restaurants for a break from all the heavy metal.

We look forward to seeing you there!



Got News?

The Fremont Business Review features newsworthy items from Fremont Chamber of Commerce members every month in our *Member News* section. Send press releases and stories to nmoore@fremontbusiness.com

Calendar of Upcoming Historic District Events

- July 4: Independence Day Parade
10 a.m., Centerville
- July 19: 10th Annual Niles Dog Show
Sponsored by Niles Main Street Association
9 a.m. - 3 p.m., Niles Park
- August 5: National Night Out celebration
Sponsored by Niles Merchants
6 - 8 p.m., Niles
- August 16: Hot August Niles Car Show
Sponsored by Niles Merchants Assn.
9 a.m. - 3 p.m., Niles
- August 31: 44th Annual Niles Antique Fair and Flea Market
Sponsored by Niles Main Street Association
6 a.m. - 4 p.m., Niles

Law Offices of JOHN N. KITTA & ASSOCIATES

OVER 31 YEARS OF HANDS-ON
COURTROOM EXPERIENCE WITH
BUSINESS • PROPERTY
• FAMILY DISPUTES



Chamber members:

We will provide you and your clients with an experienced legal opinion without charge.

39560 STEVENSON PLACE, STE. 217 • FREMONT, CA 94539

510 797 7990

www.youareingoodhands.com • jkitta@aol.com

Member News

ACTIA presents South Alameda County Transportation Forum on July 17

Please join the Alameda County Transportation Improvement Authority (ACTIA) and its Citizens Advisory Committee for a local forum to highlight the major South County transportation projects scheduled to be implemented within the next five years. The projects to be highlighted are:

- Bart Extension to Warm Springs
- Union City Intermodal Station
- I-680 Smart Lanes
- Dumbarton Corridor Improvements
- I-880/Mission Blvd. Interchange
- East-West Connector in North Fremont and Union City
- City of Fremont Paratransit program

These projects are funded through local sales tax dollars, state, federal and other funds.

The forum will be held at the Fremont Main Library from 6:30-8:30 p.m. on the 17th. Come hear about and discuss project details, schedules and contracting opportunities. For more info, contact ACTIA at 510-893-3347 or www.actia2022.com.

AC Transit among first to adopt TransLink, a prepayment transit card

AC Transit is one of the first transit systems to accept

TransLink, the Metropolitan Transportation Commission's new smart card. TransLink allows riders to pre-pay for transit and not have to carry exact change or purchase monthly passes, making it more convenient and secure for transit riders.

The Metropolitan Transit Commission is rolling out TransLink throughout the Bay Area over the next few years, and AC Transit is an early adopter. For more information about this program, please visit www.translink.org or call 877-878-8883.

Fremont's 2008 Summer Concert Series, presented by The Saddle Rack, returns

The 2008 Central Park Summer Concert Series, presented by The Saddle Rack, will kick off at Central Park's Performance Pavilion on Thursday, July 10 at 6:30 p.m. with a Country and Western theme, and Appaloosa, the Saddle Rack's house band. The evening will also feature The Saddle Rack's barbecue with an ala carte menu for concert-goers.

This year's series will feature family-friendly fun music and a new Kids' Corral zone, sponsored by the American Swim Academy (formerly Fremont Swim School). Concerts will include live music, along with "Bistro in the Park" for dinners-to-go. Meals will be sold

at the Fremont Senior Center, starting July 17 through August 14, and can be pre-ordered the week of each concert at the Fremont Senior Center office or purchased at the concert. Concert-goers may also bring their own food. Each concert runs from 6:30-8:30 p.m.

For more information, contact the City's Parks and Recreation Department at 510-494-4300 or visit www.fremont.gov/Recreation/SummerConcert.



Dr. Yoshida's Free Dentistry Day a huge success!

Despite the warm weather hitting the mid 90's on Saturday, May 17, the "No Cost Dental Emergency Day" sponsored by Dr. Colin Yoshida, DDS turned out to be a great success, doubling the number of patients seen at last year's event. Tri-City residents along with others from surrounding cities were

welcomed and treated by Dr. Yoshida and other local dentists. Free food & drinks donated by local Fremont businesses were also served.

An estimated \$20,000 worth of dental services were provided for free. Treatments included x-rays, exams, emergency root canal, fillings, extraction and more. "Meeting smile after smile and having the opportunity to touch people's lives is a remarkable experience that is worth a million," stated Dr. Yoshida. "It was a terrific and rewarding experience, and we look forward to doing it again," said Dr. Yoshida's staff. Dr. Yoshida noted that this is a way of giving back to the community.

For more information about this and future events, please contact Dr. Yoshida's office at (510)745-1800, or visit www.fremontdentistry.com.

Kaiser Permanente Fremont Medical Center receives national award for environmental achievement

The Kaiser Permanente Fremont Medical Center is the recipi-

ent of a "Partner for Change" award for its commitment to reducing waste and pollution as well as initiating a variety of recycling programs. This prestigious national award from Practice Greenhealth is given to health care facilities that have successful pollution prevention programs, recycle at least 10 percent of their solid waste, are working toward total mercury elimination, and have several successful programs underway.

The Fremont Medical Center as well as all Kaiser Permanente facilities is virtually mercury-free. It has also implemented programs to recycle fluorescent lamps and a battery collection program at all departments and nursing stations. As an example, a recycling program initiated in 2007 in the Fremont hospital operation has already resulted in a reduction of 2,501 pounds of waste.

According to Practice Greenhealth, hospitals generate more than 6,600 tons of waste daily in the U.S.

Kaiser Permanente received the award at this year's Practice Greenhealth Environmental Excellence Awards held on May 20 in Pittsburgh, Pennsylvania at a global conference for environmental leaders in health care. Kaiser Permanente was only one of 50 organizations throughout the U.S. to receive this award.

A Public Policy Forum on Wheels: Affordable Housing

By Nina Moore
Director of Government and
Community Affairs

Sometimes with all the Festival preparations going on, it is amazing to realize that other Chamber business still continues. Ribbon cuttings, mixers, day-to-day member services, educational seminars, policy analysis and government advocacy all continue.

The recent Housing Tour is an example of one such activity. On June 10th, a group of fifty Fremont business and city leaders, including Mayor Wasserman, along with Councilmembers Cho and Natarajan, participated in the Chamber-organized "Mixed Use Affordable Housing Traveling Seminar". This bus tour provided an opportunity for attendees to visit four mixed use rental housing developments in Redwood City and Foster City, each of which demonstrated a different approach to combining affordable housing with retail and office space.

Tour participants also had the opportunity hear from speakers on topics ranging from who qualifies for affordable housing to its impact on local retail, crime and revitalization efforts. In both cities, participants heard

from the Redevelopment or Planning Director as well as retail property managers and/or owners.

Attendees learned that people who may qualify for very low to moderate income affordable housing include bank tellers, retail clerks, waiters/waitresses, medical assistants, construction workers, auto mechanics, security



City Center Plaza, Redwood City

guards, secretaries, senior citizens, teachers, and childcare workers. "There are a lot of people who would qualify for affordable housing who don't even know it," noted Brian Hughes of Fremont Bank.

In Redwood City, Redevelopment Manager Susan Moeller showed off three projects: City Center and Villa Montgomery, both of which consist of 100 percent affordable housing, and

Franklin Street, which consists of 10 percent affordable housing. Each project had some aspect of retail, and in each case, tour participants heard about what worked and what didn't, as well as lessons learned.

City Center is located right next to City Hall, across a plaza from the library, and near public transit. "Having people live in a mixed-use area gives it life 24 hours a day," commented Jane Mueller, of Well Chosen Words, reflecting on some of the key 'take-away' messages of the day. Key to revitalization of this previously blighted area were concerts and events scheduled by the City to introduce people to the renovated area.

Phil Raiser, City Center's retail property owner, talked about retail successes in his complex, but also noted how challenging it is to get the right mix of retail and residential, and how it can take many years. To Mark Dinh of the Centerville Business and Community Association, his main 'take-away' of the day was that "there is no set formula for mixed use, but you must have a mix of affordable housing levels (moderate to low), combined with a good amount of mixed retail (both chain and 'mom and pop' stores)." Dirk Lorenz also commented

on the need for "critical mass" in the above mix.

Other key points were how important street visibility and street design (traffic slowing measures) are to retail success.

The Marlin Cove development in Foster City is a redevelopment project that replaced twelve acres of failing strip mall with six acres of retail frontage (with offices behind and above) and six acres of housing, of which 30 percent is affordable. Marlin Cove developer Nick Podell and George Arce, the retail property manager, discussed the importance of the adjacent housing to the success of the retail, the importance of adequate parking, and commented on how sensitive the retail market is to the demographics of the surrounding community. One grocery store failed while another one in the same location is doing great, and attracting other business.

In both cities, there was no increased crime associated with the affordable housing. Officer Robyn Berlin of the Fremont Police Department spoke to tour participants about how it is not the income of the residents that impacts the crime rate, but rather how well applicants are screened, how well the apartments are managed, and the

openness of the development's design.

Business leaders who attended the tour had many positive comments. "The tour gave me the opportunity to see the positive meaning of affordable housing, the quality of the building complex, and the team effort necessary to ensure that the project is affordable and safe," said Michelle Koan of the Warm Springs Business and Community Association.

The Chamber would like to thank its sponsors: Presenting Sponsor Fremont Bank, along with sponsors Assemblymember Alberto Torrico, Robson Homes, and the League of Women Voters of Fremont Newark and Union City. Thanks also to all our speakers and organizers: Director Elise Tierney along with May Lee, Fremont Redevelopment Agency; Officer Robyn Berlin, Fremont Police Department Street Crimes Unit; Susan Moeller, Redwood City Redevelopment Manager; Leslie Carmichael, Foster City Planning Manager; Phil Raiser, City Center's retail property owner; George Arce, Marlin Cove's retail property manager; Nick Podell, Marlin Cove developer; Teifion Rice-Evans, Principal of Economic & Planning Systems Inc, and Councilmember Anu Natarajan.



A Greener Festival—

from page 1

paper with soy based ink.

- Avoid date-stamping banners or out-reach materials.
- Donate food leftovers to a local food bank.
- Let people know you are using environmentally friendly products.

As citizens of our community and as the leading business organization in Fremont, we feel a responsibility to take advantage of the opportunity to

set this example and to make information available to our huge festival customer base. We have a phenomenal opportunity to educate festival patrons about the many green options that are available today. Use of and exposure to green products – and simple lifestyle choices that cause no inconvenience – can reap huge environmental rewards.

As of press time, we are still exploring ways to help encourage green

behavior, such as sponsoring a “bike valet” to encourage riding to the festival. We welcome your ideas so that each year, we can continue to educate the public and our vendors to make our world a “greener place!”

Dirk Lorenz is the owner of Fremont Flowers, a past board chairman of the Fremont Chamber of Commerce, and current chairman of the Fremont Festival of the Arts.

New Kid City—

from page 1

in by Fremont Mayor Bob Wasserman at Noon on Saturday August 2nd.

As the Fremont Festival of the Arts has grown, the number of young families who attend has grown as well.

This year, the Fremont Chamber of Commerce has partnered with the Fremont/Newark YMCA to design a family-centered area that is both engaging and entertaining. YMCA of the East Bay is assisting as well.

The result is a unique activity space that goes beyond the more typical fair offering for children of carnival rides.

“We envision Kid City as a manifestation of values that make up our own key program areas,” points out

David Hembree, Executive Director for Fremont/Newark YMCA, “such as healthy and active lifestyles, civic responsibility, literacy, and enjoyment of the outdoors. We jumped at the chance

to partner with the Chamber in creating a large activity space with the imagery and backdrop of a city that will be entertaining for kids and families.”

Kids and families can still anticipate the rides and activities that they have enjoyed in other years, including Berry-Go-Round, Truck Stop, the trackless train, Frog Hopper free fall ride, Bounce House, and the Super Slide!

Kid City is open both days of the Festival to all families with children ages 12 and under. There is no admission fee, though there are a few rides and attractions that require purchasing a ticket.

“We jumped at the chance to partner with the Chamber in creating a large activity space with the imagery and backdrop of a city that will be entertaining for kids and families”



WE'VE ALWAYS MADE YOUR BED, NOW WE'VE MADE IT BETTER.

This April, Marriott celebrates Environmental Awareness Month with the theme, The Greening of Marriott.

- We've decreased our energy use by replacing light bulbs with fluorescent lighting

- Marriott received the 2007 ENERGY STAR Sustained Excellence Award from the U.S. Environmental Protection Agency

- We've reduced our hot water usage by 10% by replacing showerheads

- We've reduced our hot water, use of detergents and saved energy on hot water by encouraging guests to reuse their linens and towels during their hotel stays

Fremont Marriott Silicon Valley
46100 Landing Parkway
Fremont, CA 94538
(510) 413-3700
www.fremontmarriott.com

At Fremont Marriott Silicon Valley, we are working toward more sustainable environmental practices.

A Salute to Volunteers

The foundation of the festival's success

As with any other event, changes are inevitable when it comes to planning, but in 24 years of producing the Festival of the Arts, there is one thing that remains strong year after year: our volunteers. They graciously and wholeheartedly give 110 percent of their hearts to help us. And because of their help, we are always able to finish “the list” on time, year after year. We've often thought that if it weren't for our volunteers, every festival would need two years to plan.

We are very proud to produce an event in which our community takes great pride, but we have to be honest, we are the ones who are humbled by receiving the biggest compliment any organization can receive, which is that

many of our volunteers continue to work for the festival, some since its inception back in 1983. A huge thank you to all our volunteers, you are truly the strength of our festival.

Festival Committee

Dirk Lorenz, Chair
Paul Dhillon
Jim Douglas
Gerry Fogel
Barbara Jenkins
Jon Lopes
David Lowman
Tom Mikkelsen
Billy Sandbrink
Tammy Souza
Joyce Twomey
Shirley Wein
Harriet Whitney

Beverage Hosts

BIG Design
BJ Travel
Fuller Spangler Enterprises
TGIF Body Shop & Towing
Karen's Word Processing
Keller Williams
US Bank

Wine Garden

Joyce Twomey
Bobbie Armor

Headquarters

Harriet Whitney

Fremont Day

with the Oakland A's



July 25, 2008

A's vs. Texas Rangers, 7:05 pm start
A portion of ticket sales benefit local charities
visit fremontbusiness.com for more info